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Lore

A world beyond pages

Anushka Nalluri

A Thesis submitted in partial fulfillment of the requirements
for the Degree of Master of Fine Arts in Visual Communication Design

Rochester Institute of Technology
School of Design
College of Art and Design
Visual Communication Design
Rochester, NY
August 14, 2019

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Abstract

All around us are hundreds of people with years of accumulated knowledge and unique life stories. These people are referred to as 'Human-Books.' At the same time, there are people around us who want to hear the stories from these human books and glean the knowledge from their life experiences. When people realize this potential, I believe they will naturally seek to connect with the others and learn more from them. Unfortunately, in our increasingly impersonal and disconnected culture, we do not have an effective method to discover and connect with those who are interested in sharing their knowledge. I'm proposing to create system which provides a bridge between content experts and people seeking to learn.

The system would consist of an online library of 'Human-Books' and a website with tools for readers to find the specific 'Human-books' they are interested in. Readers would be able to sort, filter and learn about available 'Human Books' and then, make connections with them. There would also be a process on the website for people to volunteer to serve as 'Human-Books'. Lastly, there would be site administrators to validate these people as 'Human-Books' and oversee the online community.

Keywords

human libraries

human books

connections

visual design

life stories

learn

experiences

Introduction

My goal is to develop an internet-based system to help people engage and bring them together from varied backgrounds to share their life stories, experiences and knowledge.

The motive behind this is to remind one another of our shared humanity, to support and make connections between people, to teach the value of listening, and to weave into the fabric of our society the understanding that everyone's story is of value to someone. The system will consist of an online database and browser based mobile and desktop interfaces to enable both the readers and books to connect and engage via email. Video conference or face-to-face meetings.

Context

My thesis project is designed to help people build connections between the readers and human-books. There are two primary functions: the ability to read and learn through someone else's story and experiences; the opportunity to share your knowledge. It also aims to address people's prejudices by helping them to talk to those they would not normally otherwise meet. The idea is to use a library analogy of referring to people as 'Human-books'. These people could range from being industry experts to people who have personally experienced prejudice, social exclusion or stigma. Readers can ask them questions in order to learn and to challenge their own prejudices. This application has been named 'Lore' which means 'a body of traditions and knowledge on a subject or held by a particular group, typically passed from person to person by word of mouth.'

To share your knowing –

When someone has an expertise in a particular skill or a subject matter, their knowledge has value to others. Allowing them to help them share what they know is one of the key aspects of this platform. Lore recognizes people as human-books based on their experience, expertise and skills and categorizes them using the keywords and structured categories within the library taxonomy.

Finding the right platform –

The right source is as important as the knowledge they provide. Learning just through written words like from books, journals, blogs or even by watching videos and tutorials can certainly be passive, there sure is a better way. When we can learn something from a real person, it definitely adds to the quality of our learning and also helping us make a bond with the person you are learning from. The idea is to have an on-going dialogue with the ‘Human-book’ to help you through all stages of learning. We live in a world where we are getting disconnected from our own families and friends due to various reasons like travel, staying away etc. The other aspect to Lore, is to be able to talk to someone involving deep emotional challenges that otherwise cannot be addressed.

Process

I began by listing questions that I believed were required for this thesis. Research, surveys, interviews, competitive analysis were done to develop answers to these questions. A series of personas were developed from the research, the target audience, their goals and characteristics. Based on the personas, I created user-flows to conceptualize the structure of the interface. After developing the structure, I made wireframes (pencil sketches) to outline the screens. I moved to designing the final visual screens after finalizing the color and type choices. User testing was conducted throughout during the design process by taking some feedback from my advisors and other people around me. The interface was iterated several times based on the feedback. User testing certainly helped in shaping the project to go in the right direction.

Research

The main inspiration behind Lore was The Human Library Organization whose activities and concept helped develop this project. The first question I had when I started my initial brainstorming session was “Does learning from a real person really help better than learning through written words?”

To find the answers, I did extensive research on how these connections between people can be made. The major challenge was to figure out the existing connections modules within social media and how to make this different to exclusively respond to the need of learning directly from another person and to be able to share one's life story. I learnt that the advertising industry uses storytelling as a powerful tool to connect with the audience. Emotional advertising strategies are used everywhere to influence the audience to take action. 90% of our everyday decisions among people are influenced by emotions. This thesis helps make a connection between human-books and readers by appealing to readers emotions to persuade them to seek out to real people instead of relying on books or videos.

Stories are a great medium to express your views, impress people, and make a human connection. Humans are social creatures and we are attracted to stories. Everyone has a story, and everyone loves a great story. It gives us a reason to communicate and engage. From this research, I identified that when the user learns about the relevance of someone else's story or skill, they develop a natural urge to want to connect with them if they are also seeking something knowledge or insight about the same topic, This behavior is similar to the emotional messaging used in advertising. I believe this will motivate them to reach out to others to be able to learn from their shared interests.

Survey and Interviews

One of the other main questions I had was, "What kind of information would users be interested in learning/knowing from a real person"? In an effort to understand this, I surveyed people in 3 different countries to get a variety of ethnographic opinions. Interviews were conducted locally with 11 people to get some in-person feedback. My goal for conducting research was to learn what might motivate users to use this kind of tool and what are the interesting facts they would like to know about a particular person, enough to make them want to connect.

Some of the user comments are as follows:

“I want to make handmade shoes for my niece. I want someone to be able to guide me through the process first-hand.”

“I want someone to talk to about my depression and whether to know if I need clinical help.”

“I am physically attracted to my best friend. I don’t know if it’s a bad thing or if I need to address this.”

“I need some courage for my chemo. I want to talk to somebody who’s been through it so that I can learn something from their experience.”

“I want to know where I can travel with the little money I have. I want someone who has been to that place to be able to tell me how to work this out.”

As a result of the survey and interviews, I learned what kind of information and skill sets interest people the most. Some appeal to particular skill sets and some to deep emotional talks. Based on the learnings, I decided to add relevant information like stereotypes and prejudices related to the particular topic where applicable.

Competitive Analysis

I wanted to explore existing platforms where people shared their stories and experiences. One of the latest and strongest competitors to address the need of sharing stories is *Medium* but it does not give the reader the ability to connect to the author. I found this to be a very strong opportunity to validate the usage of Lore.

I further researched about making connections within various social media platforms that help people find the people they were looking for. For example, people don’t often share information about their knowledge or skill sets in Facebook and it is almost useless for a user looking for someone with a specific skill set. As a result of my competitive analysis, I found that there is a need to sort and categorize people based on skill sets, expertise, proximity to the user, age group, gender and faith. These categories help the reader to sort ‘books’ and quickly identify the best person to connect with.

Personas

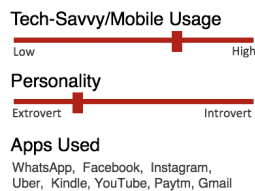
Persona 1 – Tattoo Artist



“I want to have a source of system where tattoo artists can interact with fellow Tattoo Artists and learn new techniques and designs”

Aswin is a 26 year old self taught Tattoo artist in India. He loves to explore new tech or apps. He researches a lot about tattoo work to get better in the game.

Competencies



Pain Points

- No source of system where he can get updated and learn about his professional advancement in new techniques and designs.
- He has no platform to clear his queries.
- He wants to know more about the artist's expertise before approaching them.

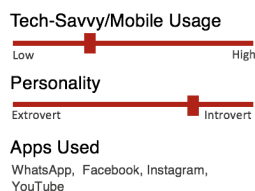
Persona 2 – Mother, Home Maker



“I want to help to-be mothers understand what could be expected out of pregnancy and how they can make their motherhood better”

Marisa is a 29 year old house maker who is a mother of two children. She loves talking to people and sharing her experiences.

Competencies



Pain Points

- She loves writing blogs but a lot of incoming questions cannot be addressed on those platforms.
- Her followers prefer a personalized conversation over public forums.
- She does not have an access to other mothers' discussions.


The target audience for Lore is anyone who want to share their expertise and life stories, more specifically the 'Human Books'. The idea behind this to remind people of the importance of human connections and how listening to someone else's experiences can add to our learning in more than one way. The target age group is 18 to 55-year-olds.

The target location can be all over the world based on where the 'Human-books' and readers are located. The above personas were built based on the target audience, the goals and characteristics. According to my research, the demographics of my target audience that is People who would love to share and hear stories and real-life experience are as follows.

- 94 % were between 22-35 years of age.
- 90 % were interested in learning others life experience in different subjects
- 92% of younger generations ranked getting opinions/ideas from a real person than the bloggers/books as something that more trustworthy.
- 88% of them was not able to find a real-life person/source whom they could share their enquiries or get inspiration/motivation for the respective subjects.

With this research in mind, I could improve my personas for decision-making process.

PERSONA 1 – Tattoo Artist



"Need to have a source of system where tattoo artists can interact with Top Tattoo Artists and learn new techniques and Designs"

BIO
Aswin is a 26 year old self taught Tattoo artist in India. He is very social, loves to meet friends, whenever he gets time. He is also very active on digital media like Facebook, Instagram, twitter. He loves to explore new tech or apps. His work life is in the initial stages, as he is new in the tattoo market. He searches and research a lot about work to get better in the game.

PERSONALITY
CREATIVE, SOCIALLY ACTIVE, HARD WORKING, EFFICIENT, CONFIDENT, DEDICATED, INTERACTIVE.

APPS USED
Whatsapp, Facebook, Instagram, Uber, Kindle Youtube, Paytm, Gmail.

COMPETENCIES
TECH-SAVVY/ MOBILE USAGE
LOW HIGH
PERSONALITY
EXTROVERT INTROVERT

MOBILE
ANDROID PHONE

LANGUAGE
ENGLISH HINDI
MALAYALAM TAMIL

NAME	Aswin Suresh
AGE	26 years
ROLE	Tattoo Artist
EDUCATION	Graduate from NID

NEEDS

- Need to have a source of system where tattoo artist can interact with top tattoo artists and learn about new techniques and designs.
- Need to have a system where he can interact with top tattooists.

PAIN POINTS


- No source of system where he can get updated and learn about his professional advancement in new techniques and designs.
- He was disappointed with the very little information that was available in the internet from which he couldn't clear his queries.
- He even tried approaching his fellow tattoo artist friends, who was either avoiding him since he is a beginner, or he was not satisfied with the info they gave him.

Persona Summary 1

Aswin Suresh : 26

- Aswin is a 26 year old, an aspiring tattoo artist who works hard and a great learner who keeps updating himself with the design trends and techniques
- Recently a client approached him regarding a tattoo work, where the client needed an intricate mandala tattoo to be done.
- Post that he started his research in how to tattoo this particular type of design and couldn't find any source in the internet which he was disappointed.
- He even checked with his fellow tattooist friends from whom he didn't get a satisfying information from.
- Finally he experiments with different methods in tattooing and found a technique that he finally settled to, though not satisfied with the outcome.

PERSONA 2 – Mother, Home Maker



"Needs to find a personalised Diet and Workout Plan to stay healthy and fit as well as to keep her stay positive"

BIO

Derby is a 29 year old house maker who recently became a mother of a baby girl. She is not very outgoing and loves to be home and take care of her baby and family. She is moderately active in social media, but keeps herself updated with the news and follows blogs about health and lifestyle. She loves to try new foods, and is a foodie. She looks forward to find a proper diet system and stay on a healthy track.

PAIN POINTS

- She couldn't find information that was personally helpful for her regarding post pregnancy diets and workouts.
- She was gone out of shape post pregnancy, to which she couldn't find a regime that she could follow to get her back to how she was before the delivery
- She being an introvert, she was not comfortable going and seeing a counsellor or a doctor as these problems made her quite depressed.

PERSONALITY

LOVING. FAMILY ORIENTED. EFFICIENT. DEDICATED.

APPS USED

Whatsapp, Facebook, Instagram, Youtube.

COMPETENCIES

TECH-SAVVY/ MOBILE USAGE

LOW HIGH

PERSONALITY

EXTROVERT INTROVERT

MOBILE

ANDROID PHONE

LANGUAGE

ENGLISH HINDI MALAYALAM

NAME	Derby David
AGE	29years
ROLE	Mother, Home Maker
EDUCATION	BA English

NEEDS

- Need to find a personalised Diet and Workout plan to stay healthy and fit as well as to keep her stay positive

Persona Summary 2

Derby David : 29

- Derby is a 29 year old, a home maker who recently became a mother to a girl baby (C section).

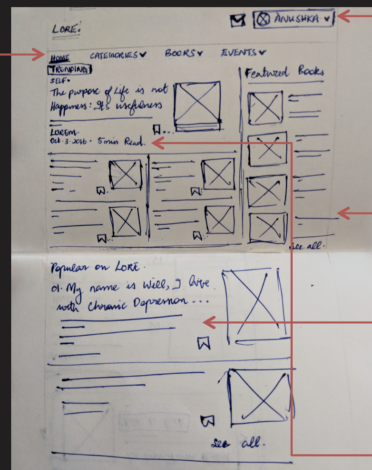
- Post 5 months after her delivery, she realised that she has been gone out of shape and decided to take care of her body.
- Though she took decision to take care of her body, workout and diet, she was hesitant to go to a dietician or a lifestyle specialist.
- She started reading books, and visiting blogs to find information about post pregnancy workouts and diets.
- She started trying them. She found the methods hard to follow but gave her 100% to it.
- There was very little results to which she concluded the methods were not apt for her and discontinued the process.

Design Ideation

Landing Page

Top Menu:

1. Home
2. Categories : A blog section, which is limited to be posted by Users/readers who have registered as "Human Books" of Lore. Includes various categories like art, science, life, self, motivation, health etc.
3. Books: Drop down menu with 3 menu,
 1. Want to be a book
 2. Books you Follow
 3. Explore
4. Events: Drop down menu with 3 Menu
 1. Upcoming Event
 2. Organise an Event



Post Login Menu:

1. Messages
A platform where readers can chat with the in-house Human Books like a email box
2. Profile
Become a book
Bookmarks
Customise your interest(Blog feed)
Profile, settings, help, Sign Out

Featured Books:

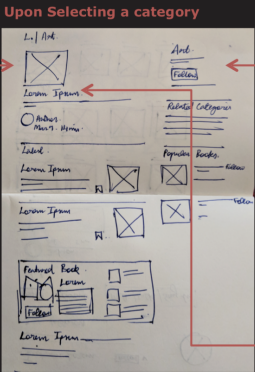
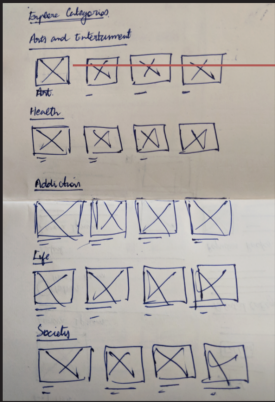
Features Human Books, which are most followed by the readers

Blogs:

Blog section which shows trending posts, Popular bloggers and customised feed for the user.
Each Blogs with a bookmark option, and giving the freedom to the user to not show similar posts as which user isn't interested.
Features like giving insights on the reading time

Category Page

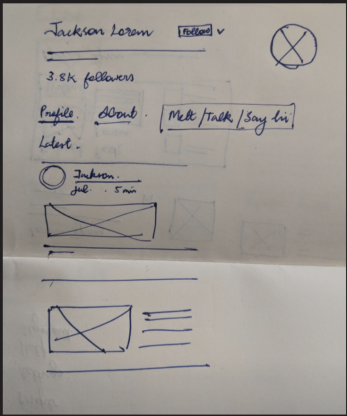
Categories:
Exploring Categories which takes user to the category section, which shows the classified categories where the user can start to like/follow and get his/her feeds customised. User can later change his interests going to his/her profile



Side Menu:
1. Follow Category Art
2. Related Categories
3. Popular Human Books related to the Category

Blog Feeds:
1. Top Reads
2. Latest Reads
3. Featured Human Book (Someone who is into Art, who is located nearby to the users locality)
4. All Feeds

Human Book - Profile Page



Profile Section Includes :
1. Follow Option for the users
2. Profile, About and a "Meet and Greet/ Say hi" section.

Profile :
Blog Posts by the Author/Human Books.

About :
Story of the Author/Human Book, what made his/her become the Human Book, what is his/her life story.

Meet and Greet/ Say hi :
Where the user can interact personally with the Human Books in Lore, where the user can have a one on one chat, as well as request for a organised meet ups.

Ideation Summary

- Mainly two Type of users, Readers and Human Books, where people can become both. The user first Signs up to be a reader and then he/she is further given option to become a Human Book, Though to become a Human Book, the user/reader submits a request which is further analysed and accepted if the the user qualifies.
- Post log in, the user can keep a track on saved articles, follow categories/ topics of feed they would love to read, a messaging platform where the user can interact with the Human Books and can even request for a in Person meet up which will be organised by the Lore, Also user can request for organising events where the Human Books will be available for the people to meet and greet.

Design Validation

After assessing the pain points of the users and the structure of the app, I started drawing rough pencil sketches of the interface. As I now had a basic workflow for the experience, I began sketching out ideas for the major interactions. I came up with several sketches for home page, the individual human-book page, the categories page, the search results page and the become-a-book page. I did a quick user test of the preliminary designs with three of my fellow students. Each participant spent only 15 minutes to validate each of the designs. The questions I asked them were, “How easy is to find a human-book?”, “How easy is the interaction?”, “What do you think about the visual style and colors?”.

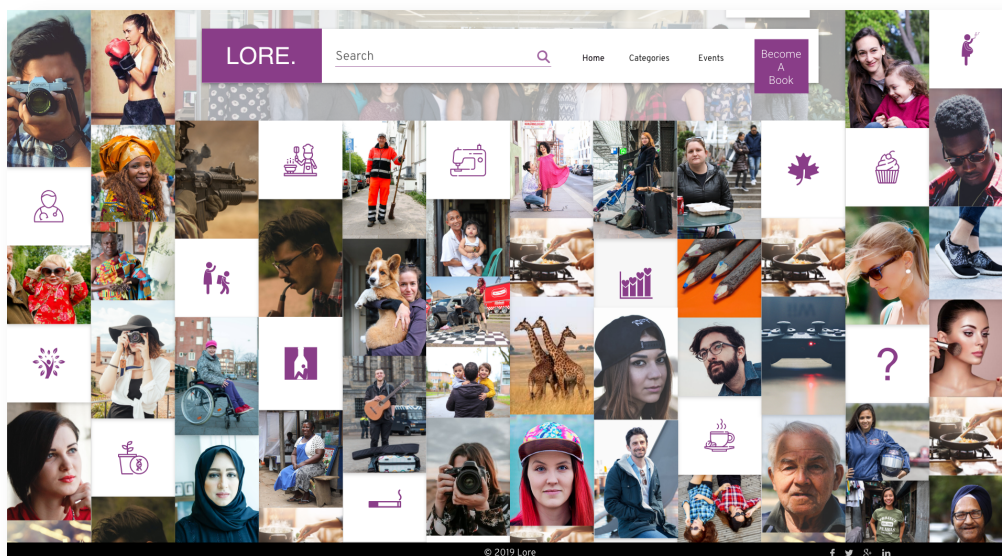


Figure 1. Homepage design 1

I made four different sketches with the basic idea in mind about the navigation and the kind of content the home page would contain. I first worked on the 1st sketch but it did not have tabs to navigate from one page to the other to skim through the categories. Then, I decided to execute the 3rd sketch further to see how the visual design develops with the addition of navigation, the top story module and the feature story tab.

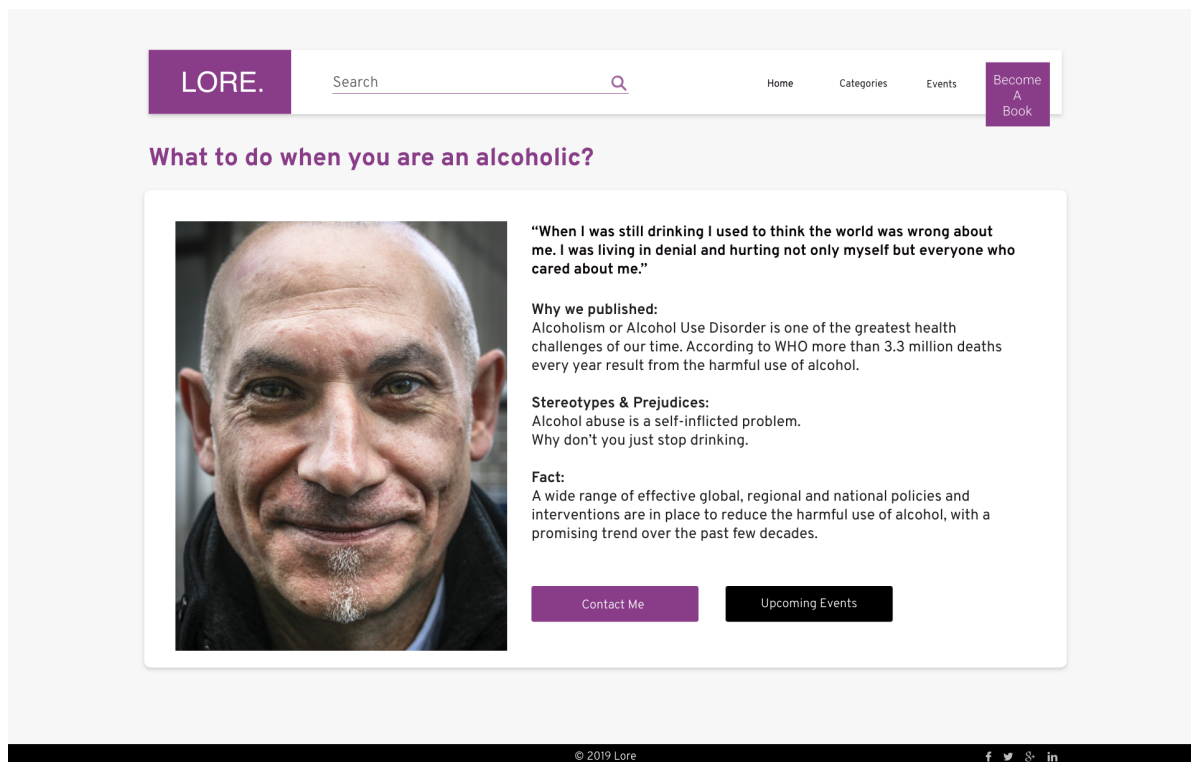


Figure 2. Human-book page iterations

These sketches helped me determine the content and the visual design of the human-book page which is the goal of almost every visit to Lore. There needed to be two options for making a connection with the human-book and also the ability to explore nearby events. I decided to execute the 1st sketch because I decided it would be more visually appealing with a large image of the human-book and also would create a sense of realness to drive the user to connect with them. The title would be the highlight of this page because that would determine which category/sub-category the human-book would fall under.

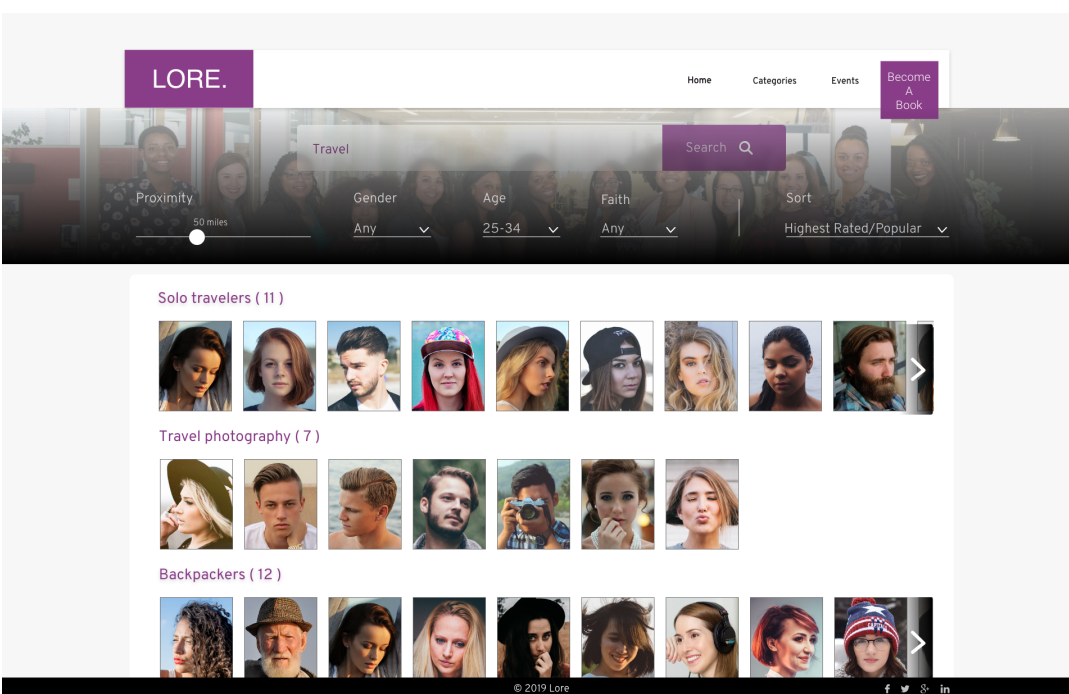


Figure 3. Search results page iterations

The major difference between these two iterations for the search results page was the ability to see the trending topics/human-books on the second sketch and just the listing of sub-categories in the first sketch. I decided to further execute the first sketch based on some preliminary feedback. It is important for the user to clearly skim through the topics under the particular category they looked up. Trending stories are kind of irrelevant at this stage of the search is one of the key takeaways from my feedback sessions from fellow students.

LORE.

Home Categories Events **Become a Book**

How to become a Human-Book?

Thinking about signing up to become a human-book at Lore. We always need new human-books and have a network of local organizers and book depots around the world, that not only recycle our books, but also ensure they are well kept in between events.

We promise only that being a book at Lore is more than you expect and something you will never forget.

So please fill in this application form to the best of your ability. Once processed you will be contacted by either a local Lore coordinator or admin and will be up in our global book pool to be able to share what your knowledge.

Thank you for your time and interest in working with Lore.

LORE Organization
72 Lomb Memorial Drive
Rochester, New York

Fill out the application to be published in the Human Library

1. Information for Lore

2. Information to be published

Your Name *

How did you get to know about Lore?

Your Email *

Your Address

Country

City

Why would you like to become a human-book?

In what areas are you available to participate in Lore events?

Have you ever been a reader at Lore?

Have you been published at Lore before?

Save & Continue

© 2019 Lore

f t in

Figure 4. Become-a-book page iteration

This sketch was made based on the underlying idea that the questionnaire needs to be minimalistic and not overwhelming for the user to answer. I included a collapse-and-open option as two categories: Information for Lore which would include details of the ‘Human-book’ that wouldn’t be published. The other category would be Information to be published which is for the reader.

The interactions were planned to be navigated vertically by giving the best of the results for the user based on their previous activity. The search results would give the user the option of hovering horizontally if there are more options available than to fit into one screen. For visual design, I decided to go with a plain and simple design with fewer colors.

One major challenge is to present all the information visually and try to reduce the text content as much as possible. Another challenge is to make the interactions required for the user to navigate through the categories as intuitive as possible.

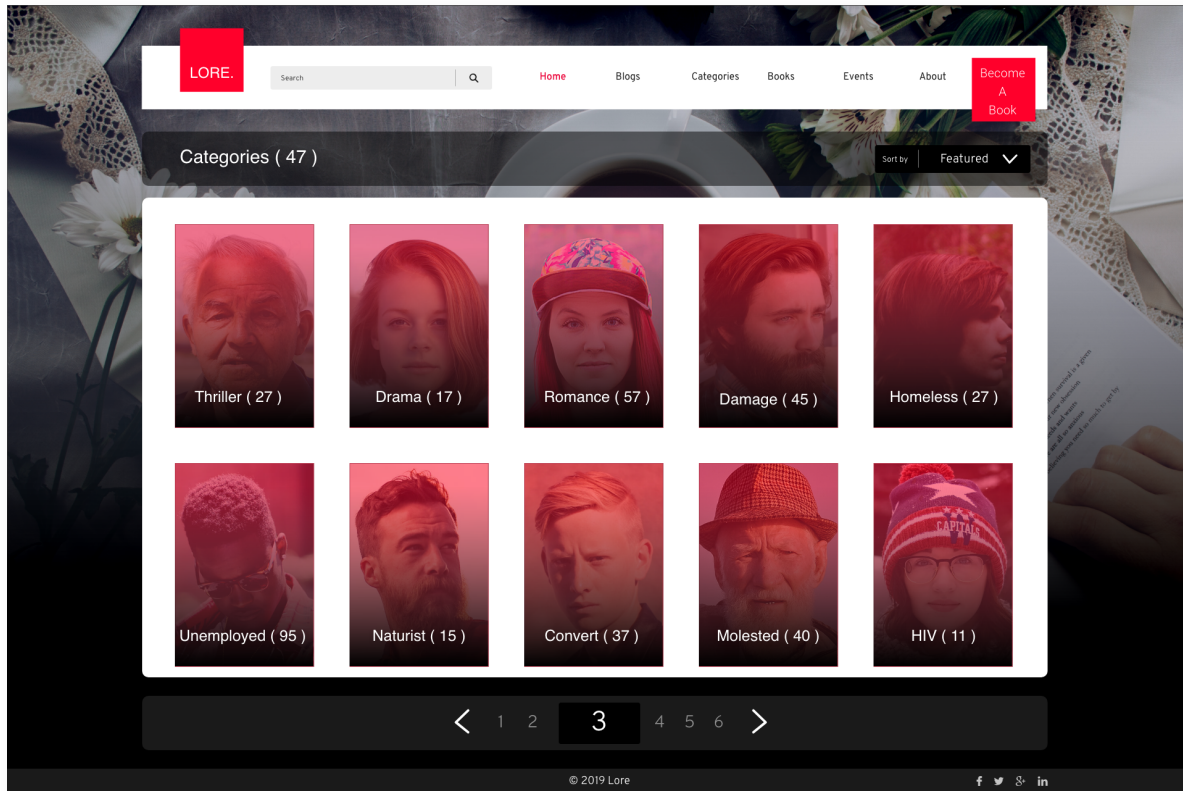


Figure 5. First categories screen

This is one of the first pages I designed to test the colors and take feedback for the visual appeal. After this quick user testing of the preliminary ideas, I decided to change the color palette based on the feedback I received that the colors were too overwhelming. I also changed the overall layout of the page and content.

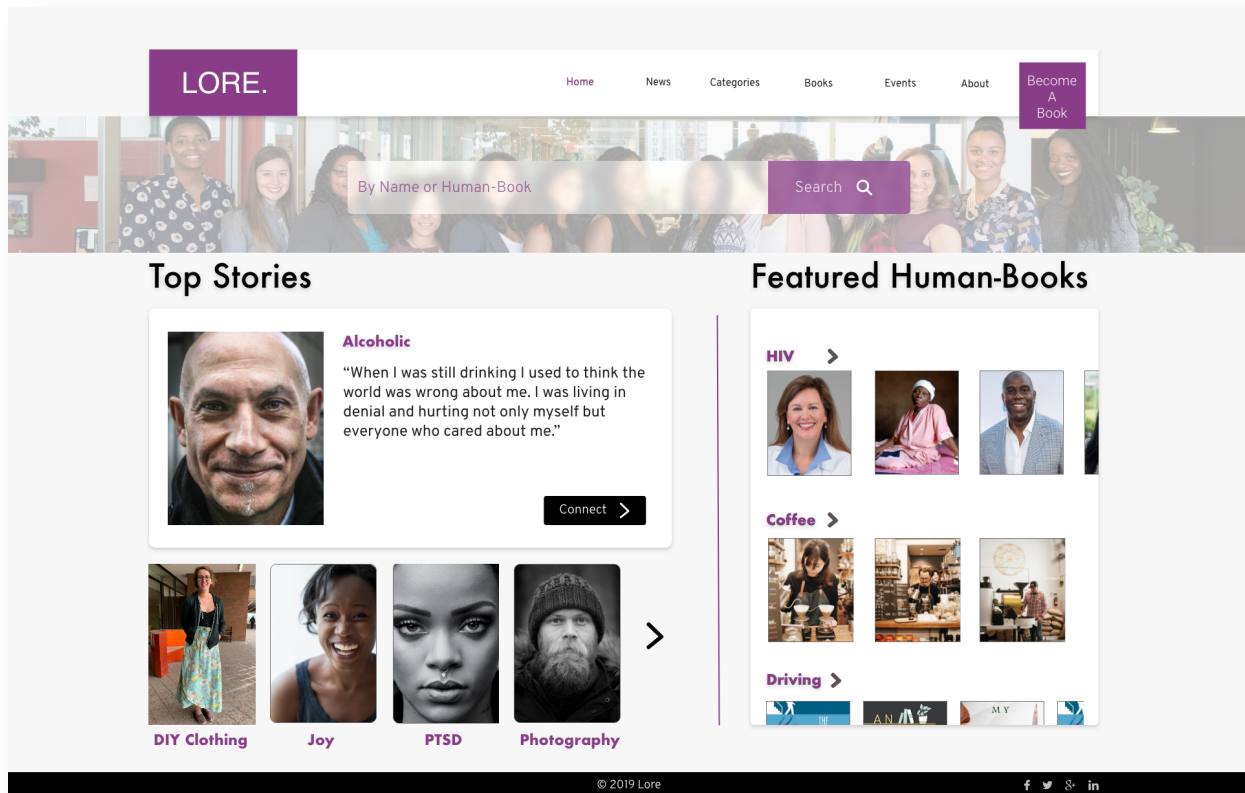


Figure 6. Homepage iteration screen

This was the first visual design of the home page which was considerably changed in the later stages based on user testing and feedback sessions. A shade of purple was chosen for further visual designs which embodies the balance of red's stimulation and blue's calm. I decided to use this color in the early stages of the development to give that aesthetic appeal for a positive, energizing feel of the overall design. I tried quite a few typefaces like Roboto, Futura but decided to stay with Overpass for the body text and Butler Stencil for the logotype of Lore. The typeface went well with the color to increase the positivity and cheerfulness.

Results

The final home page design is shown below. This design was based on the feedback that there could be an element of serendipity for the user to navigate through the system while the search option still being an integral part of the home page.

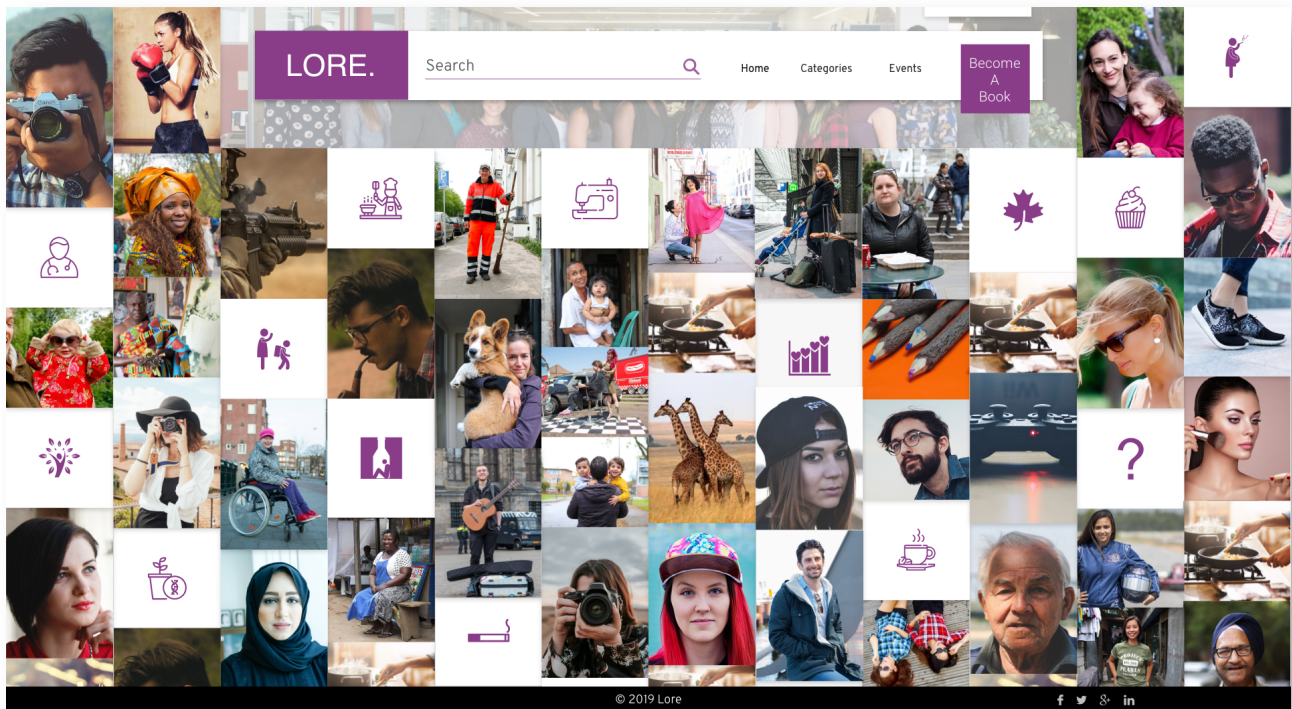


Figure 7. Final home page design

The home page gives the user ability to navigate through all the categories, sub-categories, expertise, skills etc.; thrown at them to choose from. These options on the home page show up based on their previous activity within the interface of Lore. The search tool is still a very important aspect to the home page which could help the user get to the exact human-book they are looking for. The option of “Become a book” is a global navigation option to help the user get to the application as and when they choose to become a human-book anytime while they are exploring Lore.

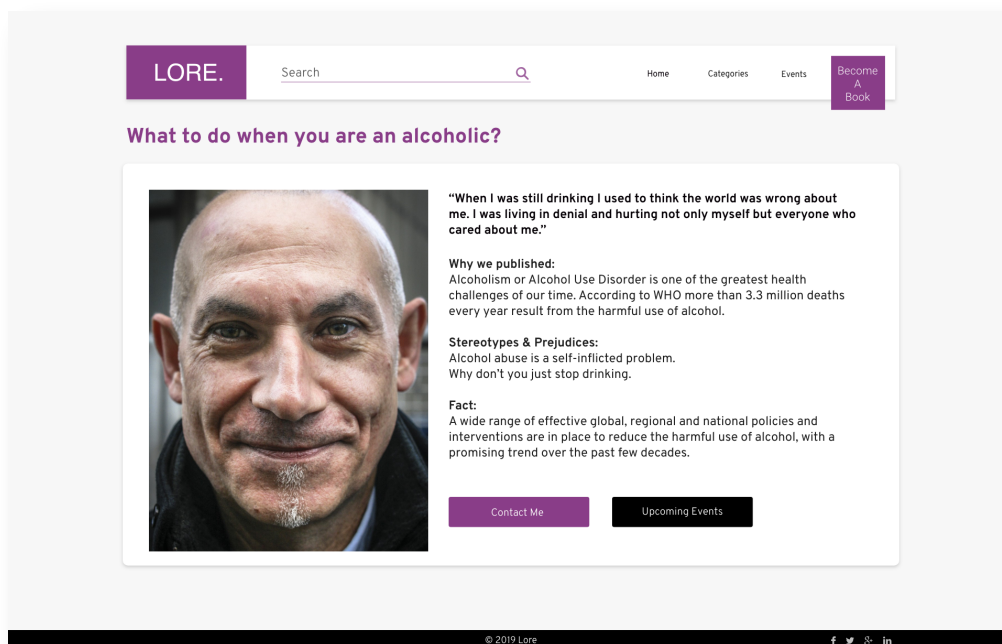


Figure 8. Human-Book page

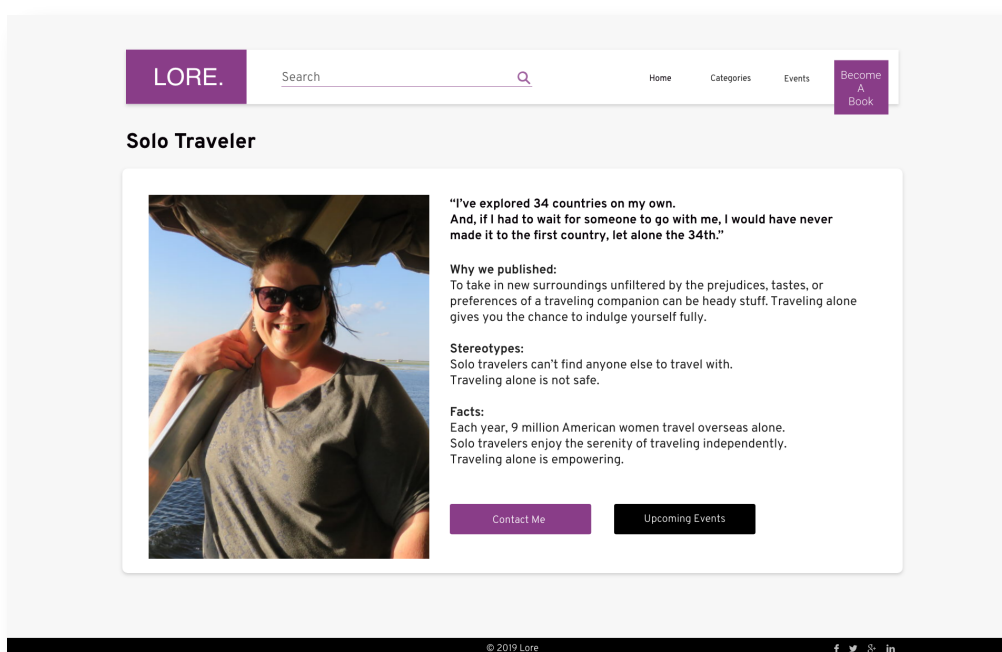


Figure 8. Human-Book page

These are examples of a human-book page. These pages have information about the ‘Human-Book’ and also the reasons why Lore published it and any other relevant information about that particular topic. They are more like a profile page for a person to describe themselves. The key options for further interaction are the ability to connect with the human-book and to know about the upcoming Lore events they’re going to be a part of.

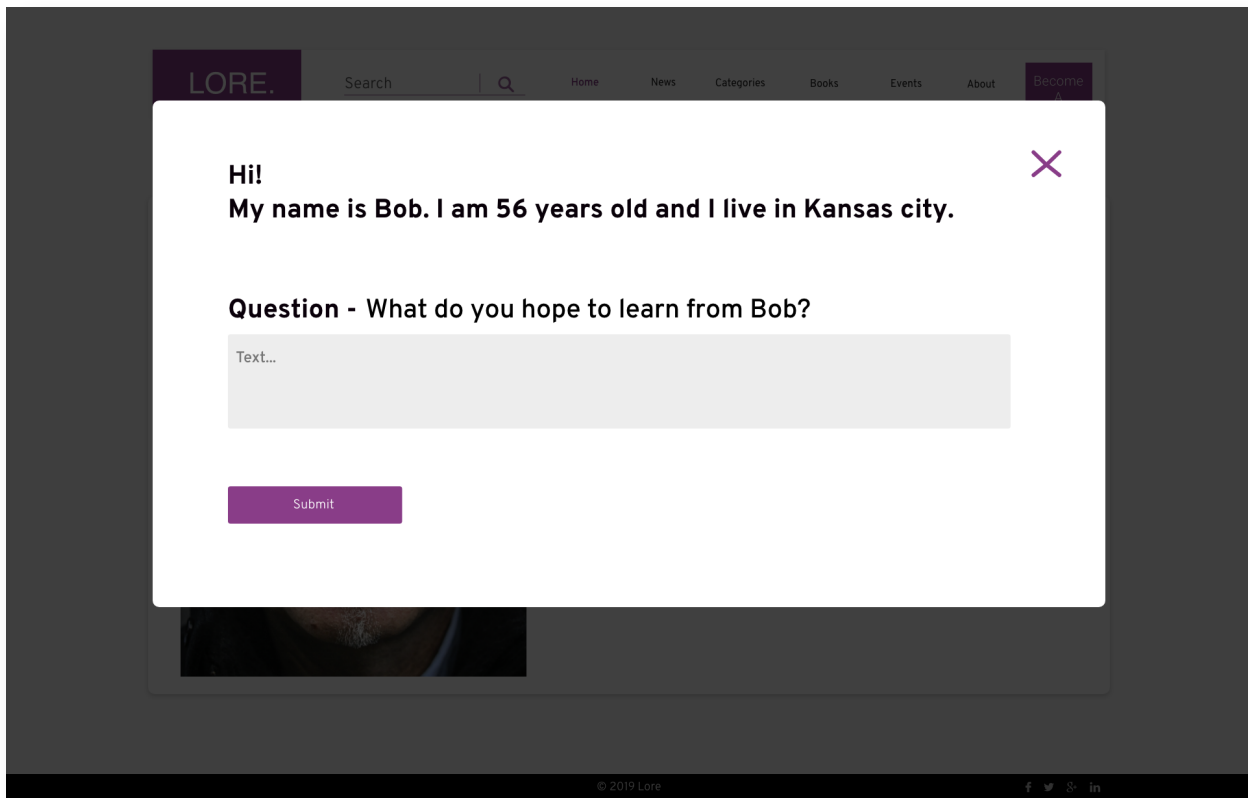


Figure 9. Connection page

After the user chooses the “Contact me” option on the human-book page, there would be a pop-up giving some basic information about the human-book and to ask the reader why they want to connect in order to see if the human-book will be able to fit their needs.

The answer to this question will be assessed by the human-book themselves and they can decide whether or not they want to connect with the requested reader.

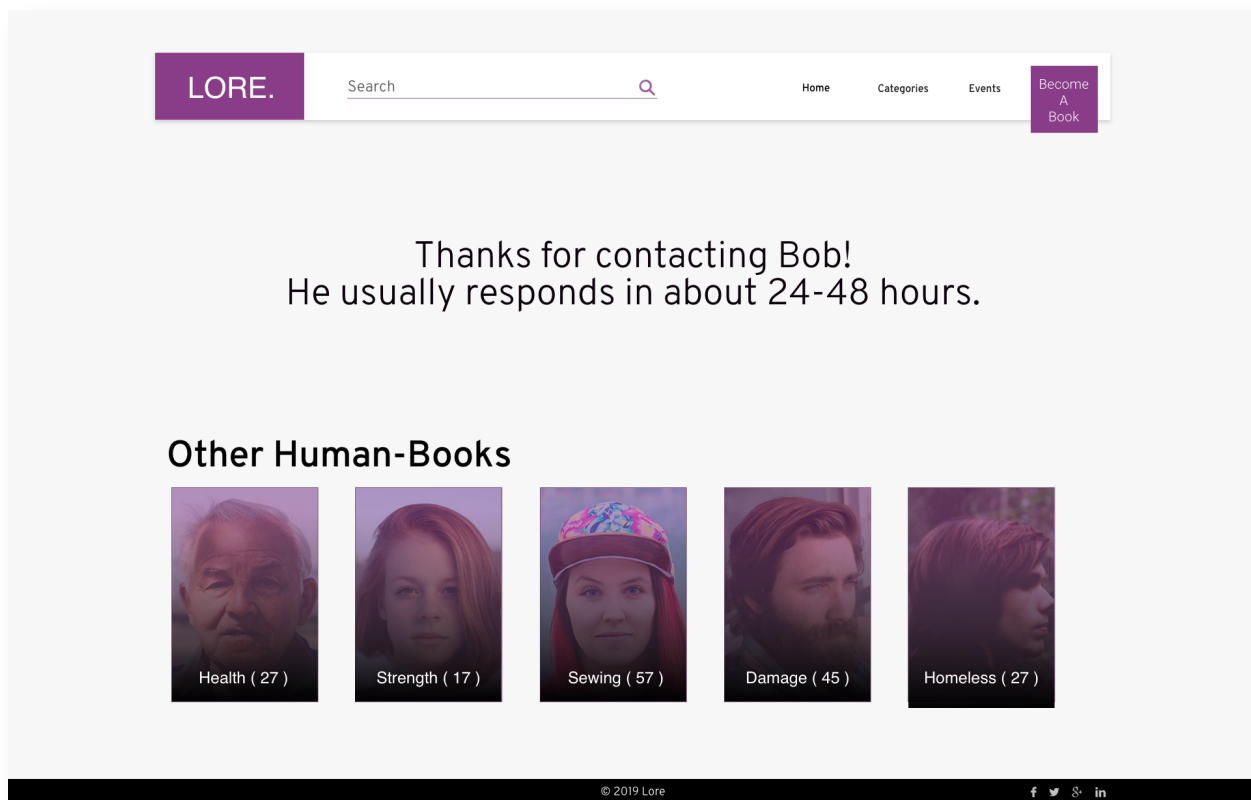


Figure 10. After submission page

The final page within this interaction is when the confirmation is given to the user that their quest to connect with the human-book has been received and the time that it usually takes for the human-book to respond. It further gives them options of other human-books they might want to explore.

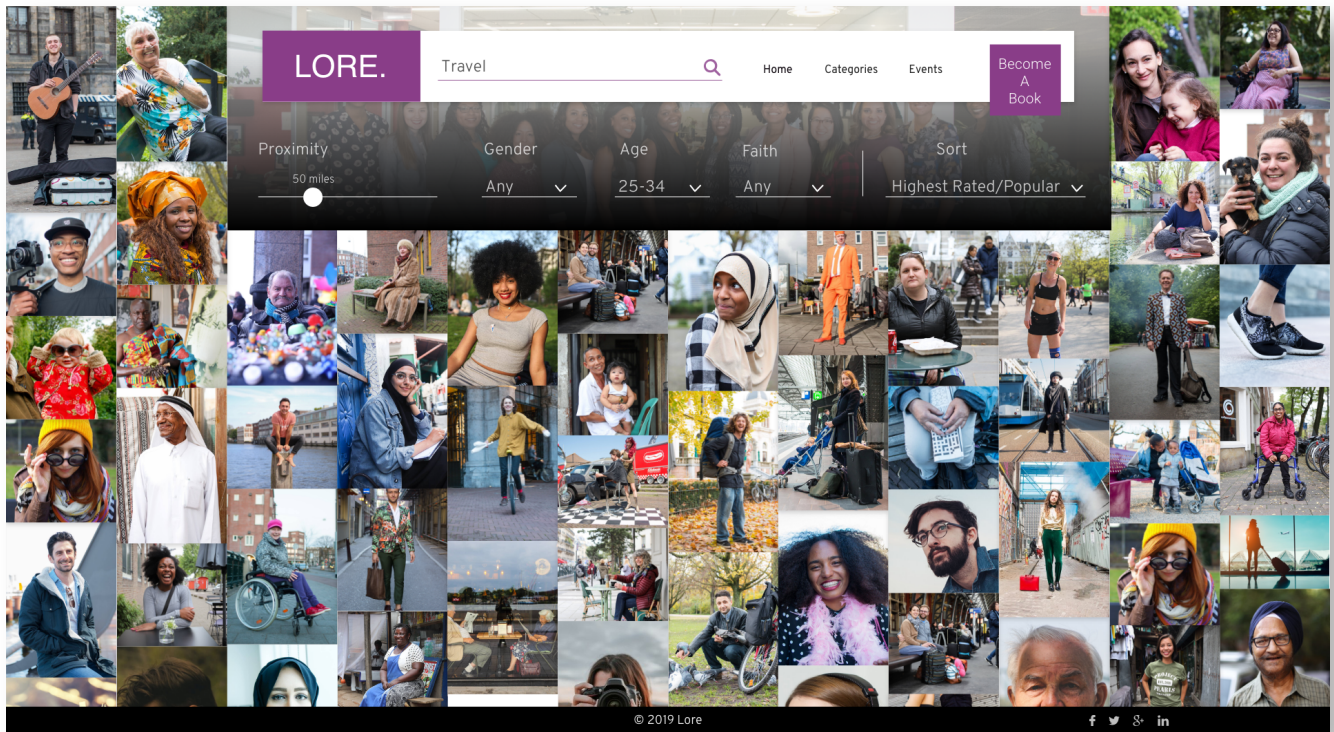


Figure 10. Search results page

The search tool is a very important aspect of Lore. If a user searched for a particular topic, the search results would be everything under that category including all the sub-categories, expertise, skills etc. The user will have the ability to filter the search results based on proximity, gender, age and faith. There is also an option to sort based on ratings and reviews.



How to become a Human-Book?

Thinking about signing up to become a human-book at Lore. We always need new human-books and have a network of local organizers and book depots around the world, that not only recycle our books, but also ensure they are well kept in between events.

We promise only that being a book at Lore is more than you expect and something you will never forget.

So please fill in this application form to the best of your ability. Once processed you will be contacted by either a local Lore coordinator or admin and will be up in our global book pool to be able to share what your knowledge.

Thank you for your time and interest in working with Lore.

LORE Organization
72 Lomb Memorial Drive
Rochester, New York

Fill out the application to be published in the Human Library

1. Information for Lore

2. Information to be published

Your Name *

How did you get to know about Lore?

Your Email *

Your Address

Country

City

Why would you like to become a human-book?

In what areas are you available to participate in Lore events?

Have you ever been a reader at Lore?

Have you been published at Lore before?

Save & Continue

Figure 10. Become-a-book application page 1

LORE. Home Categories Events Become A Book

How to become a Human-Book?

Thinking about signing up to become a human-book at Lore. We always need new human-books and have a network of local organizers and book depts around the world, that not only recycle our books, but also ensure they are well kept in between events.

We promise only that being a book at Lore is more than you expect and something you will never forget.

So please fill in this application form to the best of your ability. Once processed you will be contacted by either a local Lore coordinator or admin and will be up in our global book post to be able to share what your knowledge.

Thank you for your time and interest in working with Lore.

LORE Organization
72 Lomb Memorial Drive
Rochester, New York

Fill out the application to be published in the Human Library

1. Information for Lore

2. Information to be published

What would you like to share with your readers?

What languages do you speak?

Upload an image that you would like your readers to see

Upload

Other information that you would like to share

Submit

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Figure 11. Become-a-book application page 2

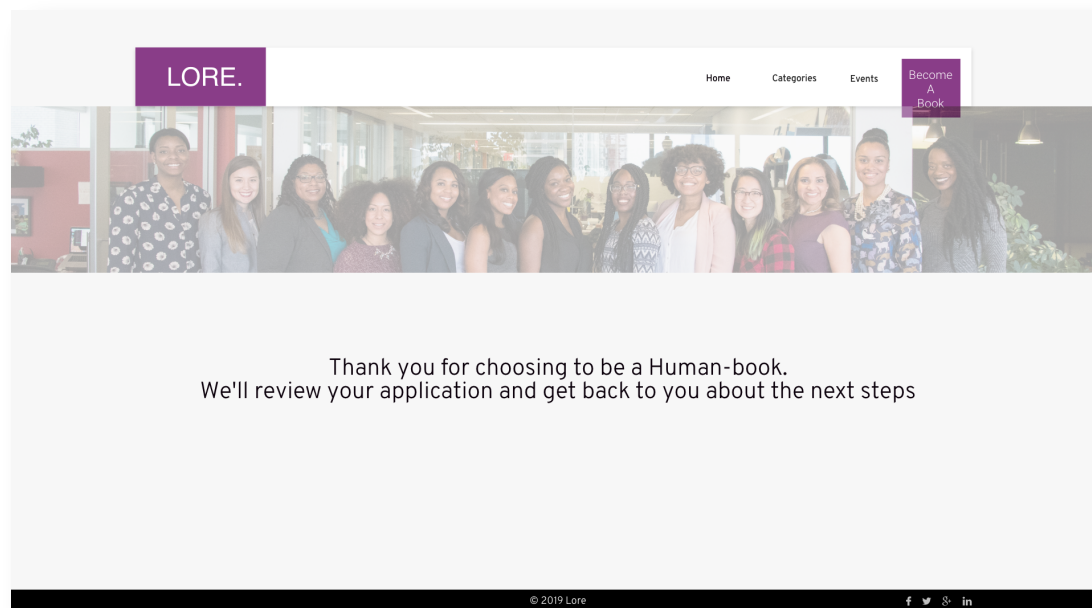


Figure 12. Thank you page

The other main aspect to Lore is to become a 'Human-book'. Anyone can become a Human-Book by answering a questionnaire to meet the needs of a human-book within the policy of Lore. There are two categories of questions in the questionnaire which the prospective human-book needs to fill out. After submitting the application, the administrators of Lore would assess the application and then approve/disapprove the 'Human-Book' whether or not to be published at Lore.

Evaluation and Discussion

A lot of preliminary user testing and feedback sessions were conducted amongst my peer group and advisors to see how best the visual design and user-flow can help better the entire experience at Lore.

Most people gave a common feedback that Lore would help enrich their knowledge about subjects they don't have an idea about and to be able to learn about uncommon topics by providing information about different kinds of people and experiences across the globe. They also felt that the user flow was well established in a way that was not overwhelming. However, some people advised to have add some more interesting information about the 'Human-book' to motivate the user to want to make the connection. Most of the participants mentioned that this could actually help them talk to content experts about 'taboo' topics which is one of the main goals of Lore. The idea that Lore could help you learn particular skills from real-people rather than just reading a book or watching a tutorial was greatly acknowledged and appreciated because all the people felt it's very important to have an on-going dialogue with someone while learning a skill which lacks in other aspects of book/web learning.

Solution statement

With the advancement of social media like never before, we are all still very disconnected from one another because the need to listen to each other is being ignored. Thus, Lore is a platform to find content experts and skilled people who are willing to share their knowledge and expertise to make a one-on-one connection and share in a dialogue about that individual's experience to address the emotional needs of humans and to learn by talking to another human.

The initial focus was just to share real-life stories but with some further research and effort, I found a way to make room for skill/expertise sharing option too, which could add to the entire concept of Lore and help people learn skills while also being inspired from someone else's story. My preliminary approach was practical and driven through categorizations and sub-categorizations that I later developed gave more opportunity for

discovery by chance which I believe would make the experience much more engaging particularly, for personal experience stories.

Future Directions

I believe that this project holds real potential and would be of practical value to a broad audience. Next steps would be to the development of a business model and marketing plan. While the concept of Lore is to provide a benefit to individual users, it is unclear if this would be commercially viable through a subscription or advertising-based model. Ideally, funding from a benefactor could allow development to proceed before requiring the site to make a profit.

Conclusion

Lore was developed from the notion that promoting deeper dialogue between people can reduce prejudice and fear and encourage understanding of people's learning and stories beyond nationalities, religion and gender. The basic idea of recognizing people as 'Human-Books', to tell their stories and to share their skills is the main component of Lore. Instead of learning through reading a book or watching a video, readers can directly engage in a conversation with another human being, sharing life experiences far different from their own. In addition, readers can also become a 'Human-Book' to share their own story or to help other people learn the skills they possess. I believe that this idea is simple and intuitive and builds upon an innate aspect of human behavior that compels us to connect to others, a trait that is becoming lost to the distraction and isolation of modern technology.

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